



January 31, 2017

Holly L. Wolcott, City Clerk  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, CA 90012

**Subject: East Hollywood BID 4<sup>th</sup> Quarter Report**

Dear Ms. Wolcott:

Attached please find the quarterly report for the East Hollywood BID for the 4<sup>th</sup> Quarter of 2016. Below, I have included a table with the information about expenditures for the BID in the 4<sup>th</sup> Quarter, and a copy of the December financial statement. A copy of our quarterly newsletter has been sent out under separate cover.

Activities for the 4<sup>th</sup> quarter included regularly scheduled monthly meetings of the Board of Governors in October, November and December. The EHBID continued planning efforts for the grant awarded during the 2009 Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. A total of six medians will stretch from Hollywood Blvd. to Santa Monica Blvd. The first phase of the Vermont Median installation was completed at the end of 2016 with four of the six medians being installed. The additional two medians are expected to break ground in 2017. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID.

The BID has also continued its efforts to improve the street-scape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue as well as maintenance of the Vermont Triangle at the intersections of Hollywood Blvd., Prospect St. and Vermont Ave.

**EHBD.ORG**

7018 Hollywood Blvd., Los Angeles, CA 90028 T (323)469-8311 F (323)469-2805 E info@EHBID.org

A report on specific budget line expenditures follows:

**Budget Line Item #1 – Streetscape**

Due to late billings from our contractor, expenditures of \$30,733 were made in this category to HBT/LA for the BID's regular streetscape services including tree care and pruning for the months of February, April, May, June, July, August, September, and November. This also included an expenditure of \$2,745 on the planting/installation of lilies throughout the BID.

**Budget Line Item #2 - Maintenance**

The cleaning/beautification contract with HBT calls for maintenance services within the BID including trash removal, sidewalk cleaning, and overall maintenance of the Vermont Triangle. The BID made an expenditure in the amount of \$59,790.92 in this category. This also included an expenditure of \$3,860.48 for the installation of 30 new trashcans within the BID.

**Budget Line Item #3 – Administration and Advocacy**

The administrative services contract with the Hollywood Chamber of Commerce calls for \$6250 in quarterly fees for administration of the BID, payment was made to the Chamber for the 4<sup>th</sup> Quarter of 2016. A \$500 payment was made for BID legal services in October. The BID also made payments to its accountants for monthly services totaling \$332.00. A total of \$7,188.00 was expended in this category for the 4<sup>th</sup> Quarter.

**Budget Line Item #4 – Marketing and Promotion**

During the 4<sup>th</sup> Quarter the EHBID spent \$2070.00 on uniforms for the EHBID maintenance crews. An additional \$801.00 was expended in costs associated with the BID's end of the year celebration for Board members and community stakeholders.

**Budget Line Item #5 – Contingency**

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,



Nicole Shahrenian  
Executive Director  
East Hollywood Business Improvement District

## Business Improvement District FY 2016 Budget

Revenue		FY 2016	Committed Funds	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	Year to Date
Parcel Assessments		\$223,244.00						
Carry Over		\$79,000.00						
Total Funding		\$302,244						
Expenditures								
Streetscape/Landscape (43.3%)		\$130,790		\$8,382	\$8,660	\$0	\$30,733	\$47,775
Maintenance (33.1%)		\$100,015		\$20,601	\$16,038	\$25,804.46	\$59,790.92	\$122,234
Adminstration and Advocacy (13.3%)		\$40,185		\$13,102	\$16,147	\$9,208	\$7,188	\$45,645
Marketing (8.1%)		\$24,557		\$0	\$736	\$193	\$2,871	\$3,801
Contingency (2.2%)		\$6,698		\$0	\$0	\$0	\$0	\$0
Total		\$302,245	\$0	\$42,085	\$41,581	\$35,206	\$100,583	\$219,455
2016 Committed Funds								
* Streetscape: Includes \$48,000 in carryover funds from 2015								
* Maintenance: \$31,000 in carryover funds from 2015								